



## USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 02/10 thru 02/16.

(prices in dollars per carton)

Fri. Feb 10, 2006

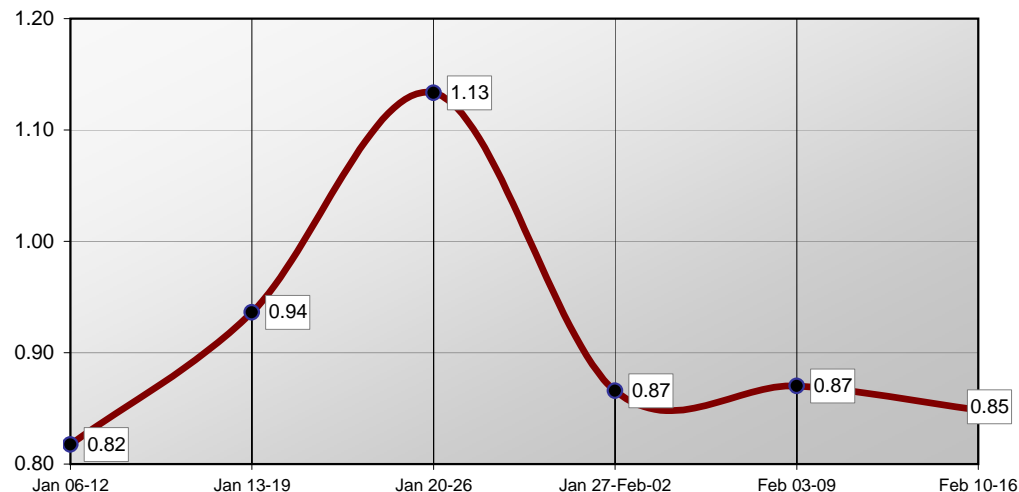
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		36.5% of 17,000 stores				19.8% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	60	0.96	520	0.94	20	0.96	120	0.87
	White 18 pack	100	2.56	500	1.10				
	Brown 12 pack	10	2.79						
	USDA GRADE A								
	White 12 pack	60	0.74	1,070	0.91	90	0.87	440	0.74
	White 18 pack			210	0.89			610	1.44
	Brown 12 pack			380	0.99			110	0.98
SPECIALTY	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			760	3.09			260	2.54
	OMEGA-3								
	White 12 pack	250	1.69	1,410	1.85	560	2.50	1,290	2.44
	Brown 12 pack	210	2.29	1,220	2.13	510	2.30	340	2.21
LARGE	CAGE-FREE								
	White 12 pack								
	Brown 12 pack			630	2.24			640	2.65
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				2,910		1,390		Large Eggs on	
Specialty Shell Eggs				4,480		3,600		Feb-06-2006	
Total (including Medium)				7,570		4,990		460.8	
Special Rate 4/:				8.8%		0.6%		up 3%	

5/: Inventory in thousands of 30-dozen cases.

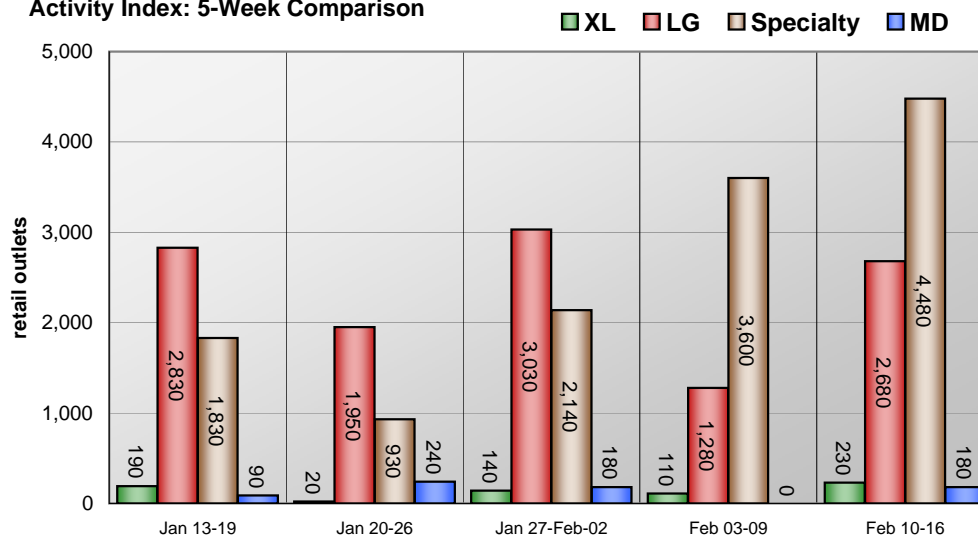
### Shell Egg Featuring - 02/10 thru 02/16

Overall activity is significantly higher on both regular shell egg and specialty eggs when compared to last week. Over 80% of supermarkets in the Northwest are featuring shell eggs with the majority of these promotions devoted to "no price" specials of regular shell eggs. Conversely, about half of the sampled outlets in the Northeast are featuring eggs with specialty eggs commanding the bigger share of ad space. Large grade A price averaged slightly less than the previous week but on significantly more feature activity. Omega-3 eggs continue to dominate the specialty egg sector with supported by a sharp increase in features of Omega-3 brown eggs.

### Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



### Activity Index: 5-Week Comparison



### Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		50.7% of 3,900 sampled outlets Activity Index = 4,040 (includes Medium)						23.8% of 4,700 sampled outlets Activity Index = 1,250 (includes Medium)						27.0% of 2,800 sampled outlets Activity Index = 810 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack													0.49	10	0.49	1.00	10	1.00
	White 18 pack																1.00		1.00
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.50 - 0.79	50	0.73	0.69 - 1.00	830	0.93	0.77	10	0.77	0.69 - 1.00	90	0.93				0.50 - 1.00	130	0.72
	White 18 pack				0.89	100	0.89				0.89		0.89				0.89	110	0.89
	Brown 12 pack				0.99	380	0.99												
MEDIUM		White 12 pack			0.33 - 0.50	150	0.33	White 12 pack			White 12 pack			White 12 pack			0.72	10	0.72
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.00	410	2.99										2.99 - 3.29	320	3.23
	OMEGA-3																		
	White 12 pack	1.69	250	1.69	1.69 - 2.50	430	2.01				1.69 - 1.79	880	1.79				1.69 - 1.99	80	1.72
	Brown 12 pack	2.29	210	2.29	1.69 - 2.50	1,030	2.00				1.99	70	1.99				3.29	120	3.29
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 3.00	200	2.53				2.00 - 2.69	200	2.26				2.00 - 2.69	20	2.50
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		31.5% of 2,700 sampled outlets Activity Index = 850 (includes Medium)						35.7% of 1,900 sampled outlets Activity Index = 130 (includes Medium)						82.7% of 1,000 sampled outlets Activity Index = 480 (includes Medium)					
USDA GRADE AA	White 12 pack	0.96	60	0.96	0.69 - 1.00	410	0.96				0.78	20	0.78				0.69 - 1.20	80	0.87
	White 18 pack	2.79	10	2.79	1.00	190	1.00	2.79	80	2.79	1.99	10	1.99				1.00 - 1.49	300	1.13
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.88	20	0.88												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack			0.72	20	0.72	White 12 pack			White 12 pack			White 12 pack			White 12 pack		
		White 30 pack						White 30 pack			White 30 pack			White 30 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack										2.79 - 3.29	20	3.07				2.99	10	2.99
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.69	20	1.69												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.00	120	2.00										1.79 - 1.99	90	1.81

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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